

City of Westminster

Spiritual Hook

20th Century - Now

**Soho is an area filled with vibrant
culture, with a strong historical
attached to these activities.**

**Royal College of Art
Nonterior Platform**

Yunfang Ma

Spiritual Hook in Soho

Soho is an area filled with vibrant entertaining culture, with a strong historical heritage attached to these activities. But all of this is “disappearing” rapidly due to gentrification. Amongst all of the changes, venues and clubs are the most severely affected with the notable Madame JoJo's club forced to close its doors in 2014. As a result the Save Soho organization was formed to help to protect important performing art venues from disappearing all together.

New local businesses, such as WeWork, known for providing flexible working environments, have moved into the area to soak up the Soho spirit, but they might be disappointed to find that these unique qualities of the place are becoming more of a distant memory.

In response, a new collaboration is formed between Save Soho and WeWork to create a new venue that plays homage to the past. The ‘Spiritual Hook’ is a new flexible archive that collects personal memories during the day within a workplace setting and transforms into an entertainment venue & bar by night.

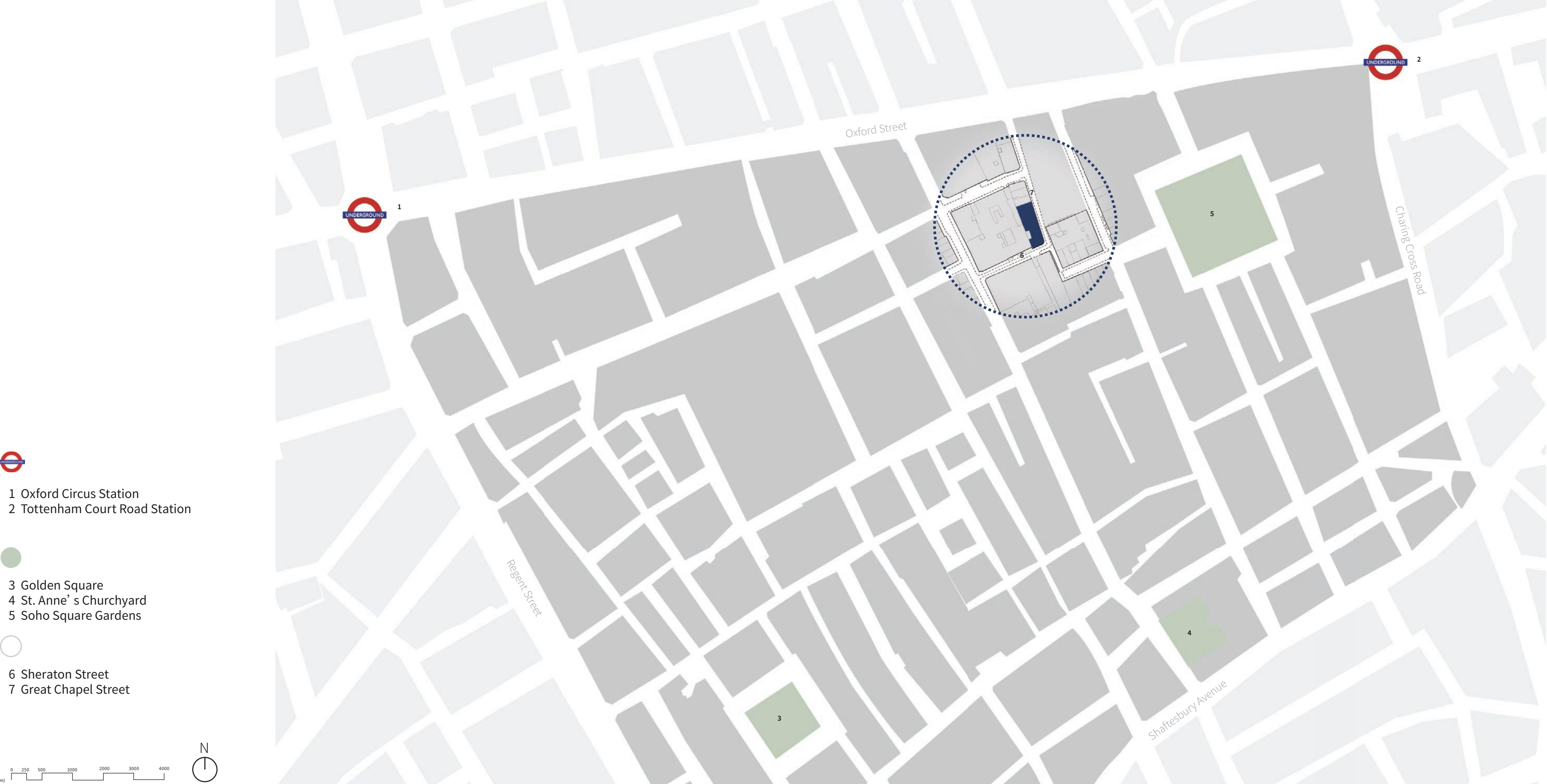
A ceramic studio run by Save Soho at the heart of the plan provides a space for active participation in the creation of memories.








Members of the public who had previously visited venues such as Madam JoJo’s can actively record their memories on tiles, plates, cups & various other objects. These objects line the interior surfaces of the archive and are actively used by WeWork members for eating, meeting and working together. The Spiritual Hook is not just about storing or maintaining memories it is about celebrating them as moments of living history that can be touched, used and experienced.



Site Plan

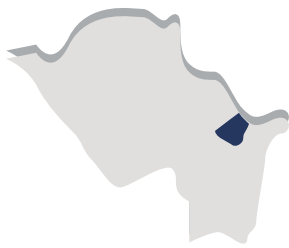
Wework, 16 Great Chapel Street W1F 8FL



-  1 Oxford Circus Station
-  2 Tottenham Court Road Station
-  3 Golden Square
-  4 St. Anne's Churchyard
-  5 Soho Square Gardens
-  6 Sheraton Street
-  7 Great Chapel Street



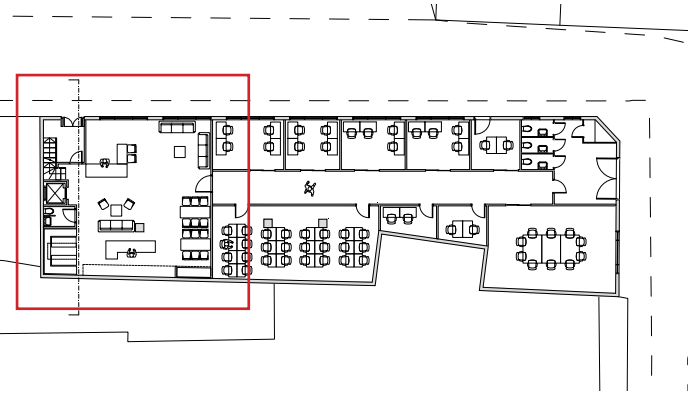
Greater London



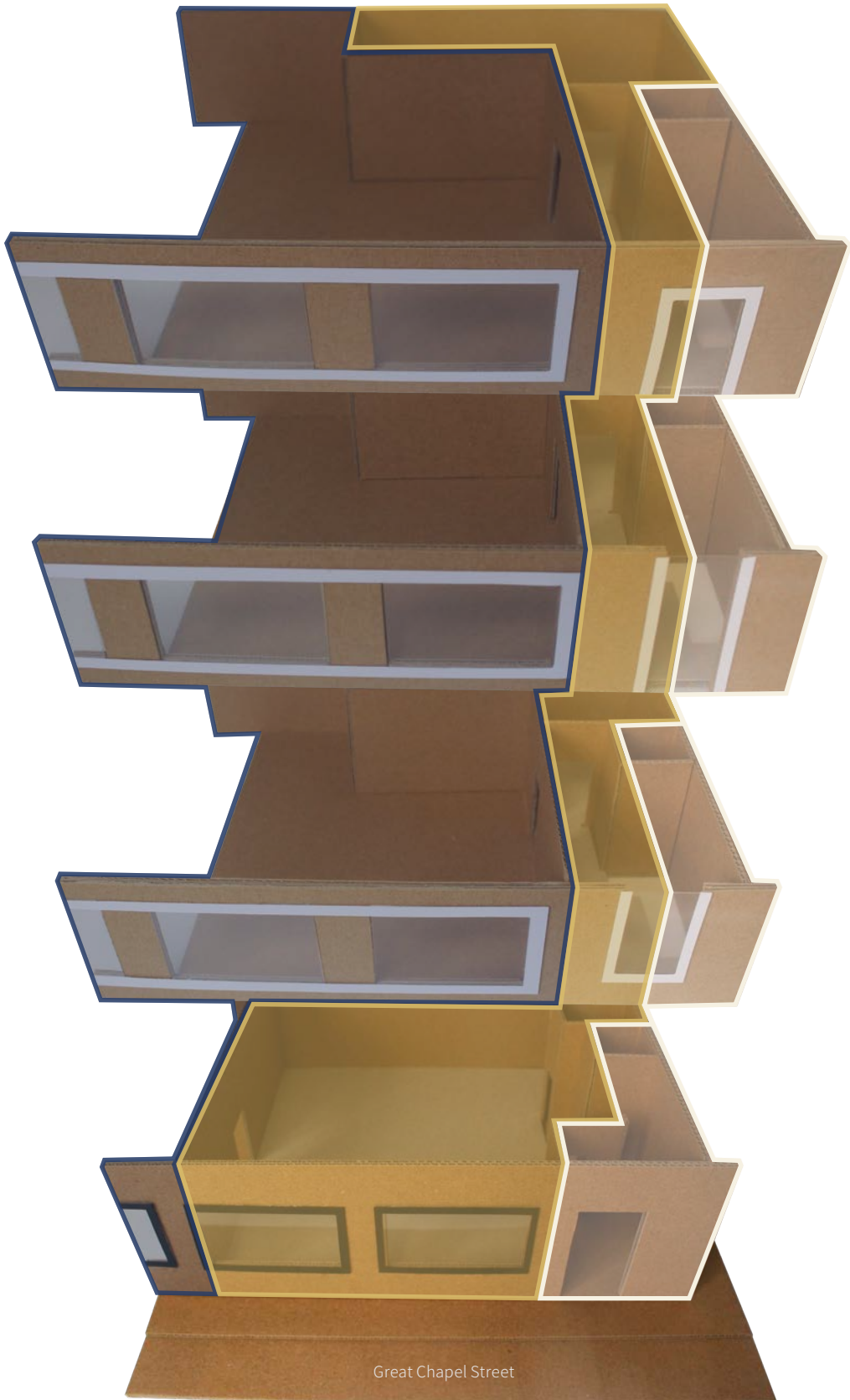
City of Westminster & Soho

Site Model Photographs

1 to 50 model of Wework



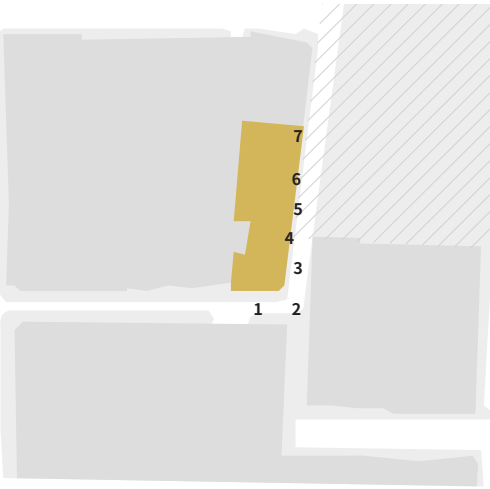
Wework
16 Great Chapel Street W1F 8FL



- Private offices
- Social and communal area
- Lift and staircase

Photographic Site Survey

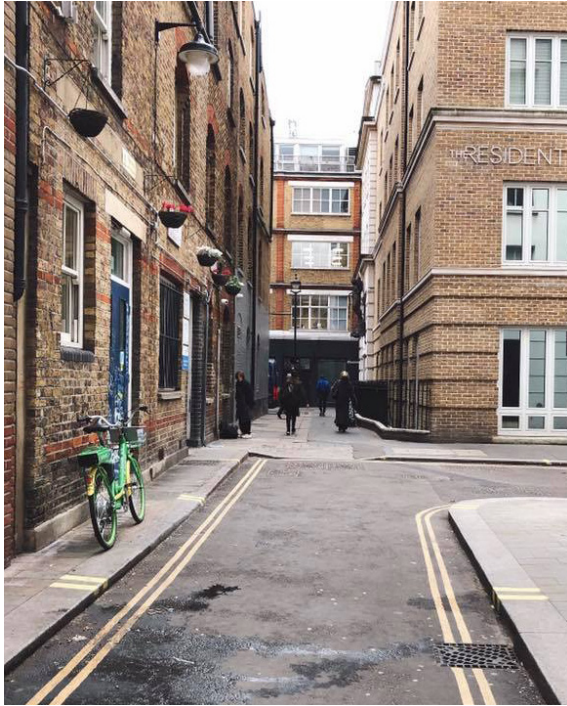
Wework Exterior & Surrounding Area



- 1 Sheraton Street
- 2 Look to the end of Great Chapel Street
- 3 Great Chapel Street
- 4 Wework exterior
- 5 Outside Wework is under construction for Crossrail
- 6 Exterior material of Wework
- 7 The main entrance of Wework



1



2



3



4



5



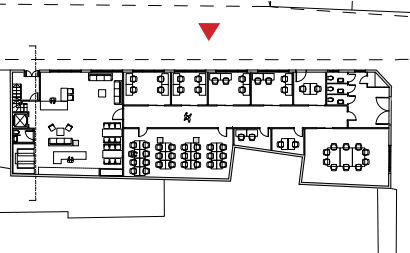
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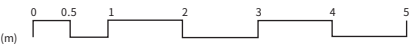
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Site Survey

External Façade



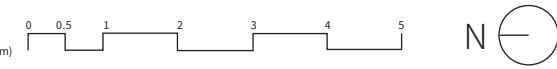
Wework
16 Great Chapel Street W1F 8FL



Site Survey

Basement / First floor / Second floor / Third floor Plans

- 1 Communal hall
- 1.1 Lift&stairs to whole building
- 1.2 Storage room
- 2 Private office area
- 2.1 Corridor to all private offices
- 2.2 Phone booth (1 sqm)
- 2.3 Complimentary refreshments
- 2.4 Small conference room
- 2.5 Private office for 4 people
- 2.6 Private office for 6 people
- 2.7 Private office for 1 people
- 2.8 Large conference room
- 2.9 Unisex toilets&shower

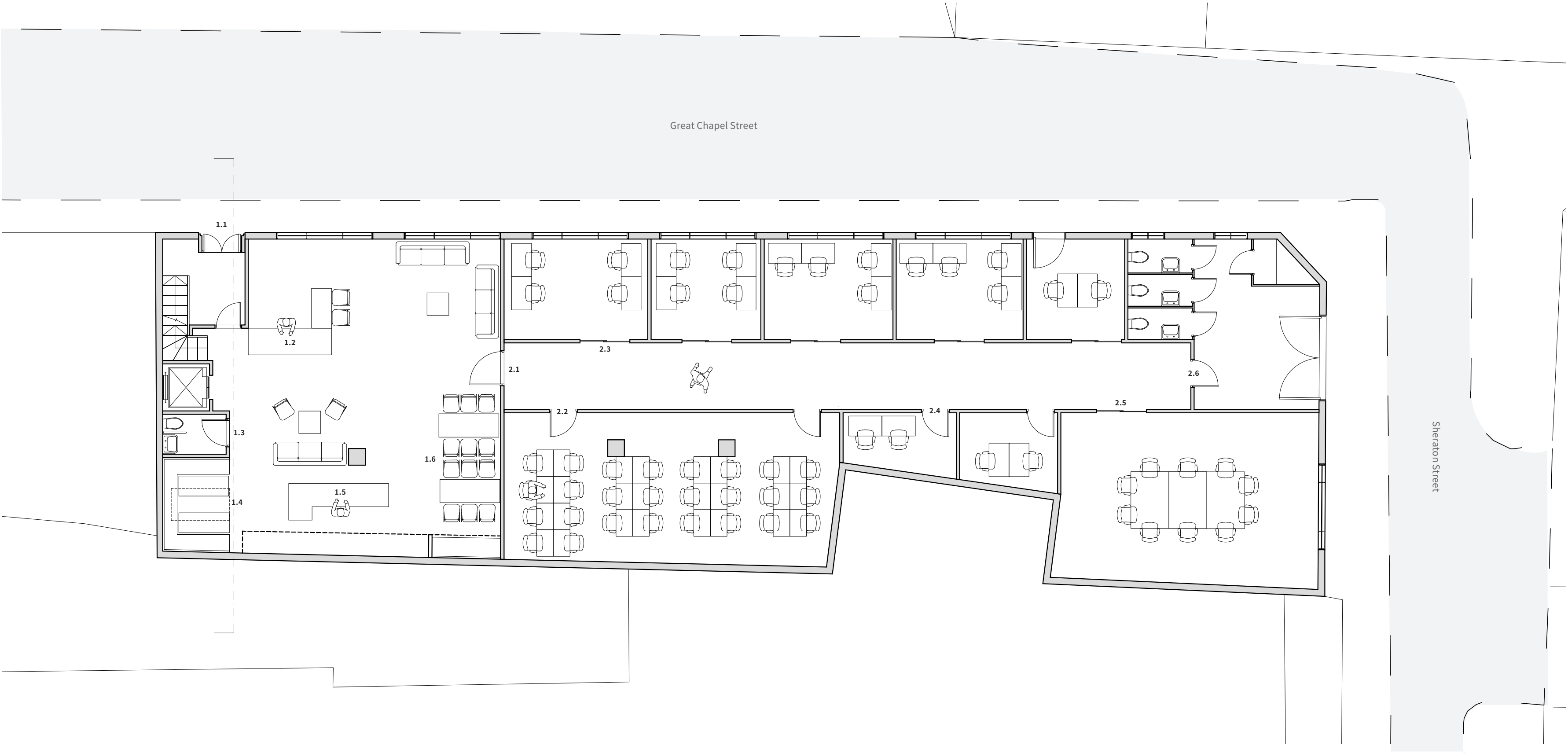
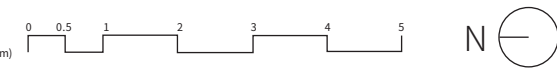


Site Survey

Ground Floor Plan

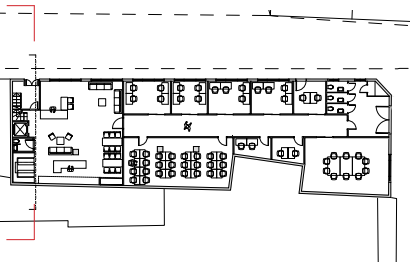
- 1 Entrance&communal hall
- 1.1 Main entrance&lift
 - 1.2 Reception counter
 - 1.3 Accessible restroom
 - 1.4 Dining area
 - 1.5 Complimentary refreshments
 - 1.6 Lounge

- 2 Private office area
- 2.1 Corridor to all private offices
 - 2.2 Dedicated desks office
 - 2.3 Private office for 4 people
 - 2.4 Private office for 2 people
 - 2.5 Conference room
 - 2.6 Unisex toilets&shower

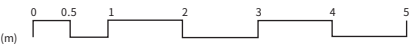


Site Survey

Section AA

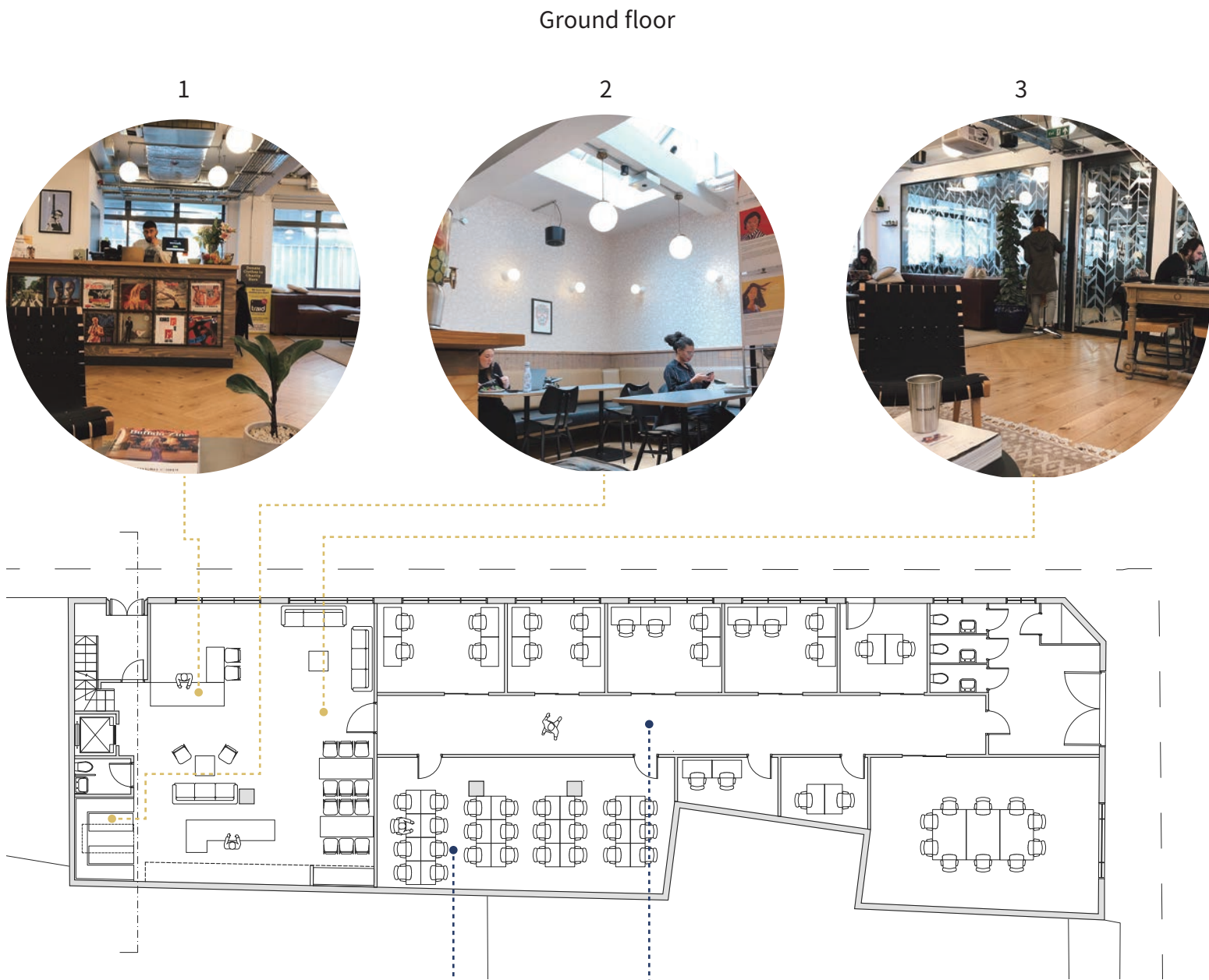


Wework
16 Great Chapel Street W1F 8FL

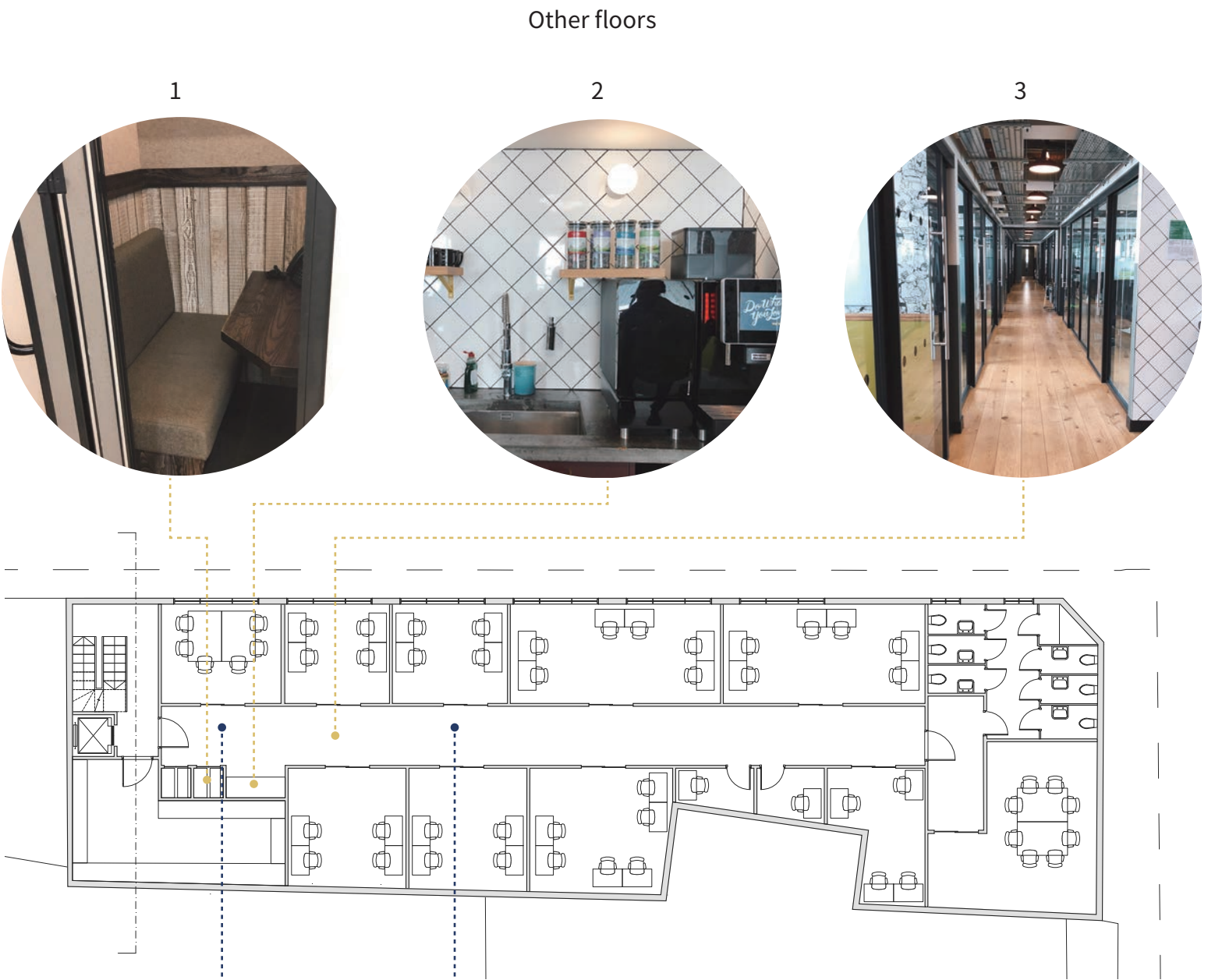


Site Analysis

Occupation & Use



- 1 Reception counter
Staff reception/Client waiting area
- 2 Personal working area
Dining/Socializing
- 3 Lounge and entrance
quick meeting/ cafe
- 4 Private offices
Dedicated desks office/Two people office/Four people office
- 5 Corridor
Socializing/route to all offices



- 1 Phonebooth
Calling/Chating
- 2 Complimentary refreshments
Cafe bar/Socializing
- 3 Corridor
Socializing/Route to all offices
- 4 Conference room
Small one for six people/Large one for eight people
- 5 Private offices
Two people office/Four people office/Six people office



Concept Illustration & Brief

Workplace, Club, Museum & Active Archive



Nighttime

In the nighttime, the staff will move part of the furniture and transfer into a club, and there are different kinds of performances for visitors to enjoy. At the same time, it will not affect the working space of workers who need to work overtime.

Daytime

In the daytime, the public space used by Wework for working people, but some areas are separated for Save Soho workshop about venue culture in Soho, and the storage areas on the first floor, second floor, and third floor are used as archives.

Participatory Event Photographs

Gathering Memories



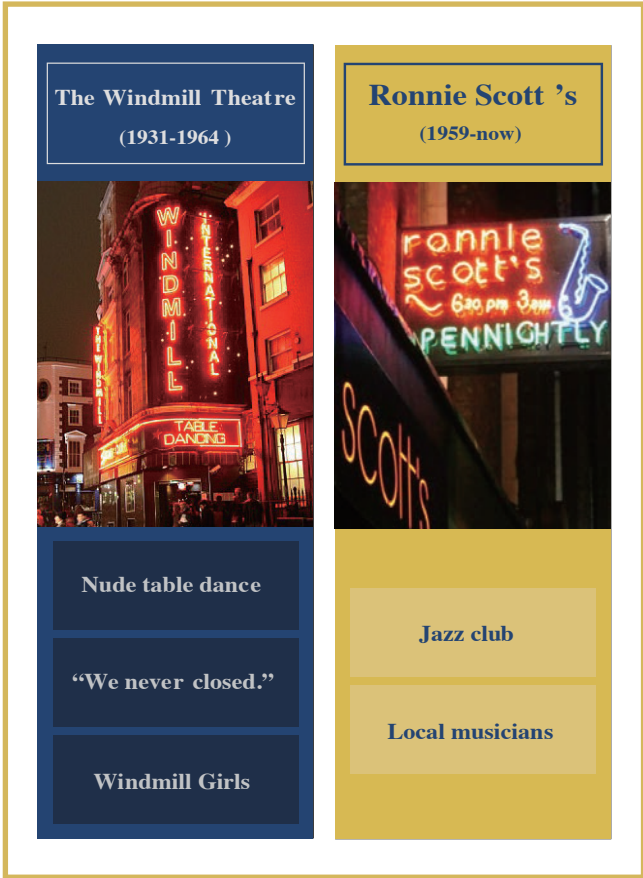
1



2



3



4

1 Trolley for workshop

First, I set up a trolley and a poster on the top as a movable installation for the Soho-memories collecting of venues workshop.

2 Fifteen Labels

Second, making fifteen labels about those famous venues. The labels colored in blue means the venues were already closed, while the yellow one are still remained.

3 Labels on drinks

Then, stick these labels on the related cocktail can. Thus, if the person talks about these venues, I can give them the drinks.

4 Descriptions on each label

There are some keywords and dates about each venue on the label, so that can help the person recall many more memories during the workshop.



Participatory Event Outcomes

Past Memories & Narratives

Have you ever been to these venues?
Soho-memories collecting of venues workshop inside The French House



50-60 year old man
The French House

"I came to here cause The coach and Horses' landlord-Norman left."

"The atmosphere here is a reason I choose as my regular pub."

50-60 year old man
The Colony Room

"I can find freedom at there."

"Although it's quite small, it's just a collection of people that would go and have fun."

User

60 year old man
Marcquee club

"This club is where Sex pistols grow."

"Soho used to has several amazing music venues like this, but they are all gone."

40-50 year old woman
Curzon Soho

"When it comes to art films, I will always think of Curzon Soho."

"Snacks and drinks are also an important part for me."

50 year old man
Ronnie Scott's

"There is one of my favorite gigs by Nina Simone played at Ronnie Scott's."

"This is one of the few Jazz bars that still has a unique atmosphere, but it is still not as good as before."

User

Soho George
75 year old man
Member of Save Soho

"Soho has been squeezed, squeezed bit by bit."

"Everybody got their own Soho, but it's definitely changed."

"Soho is changing gradually, into a monotone area."

Client

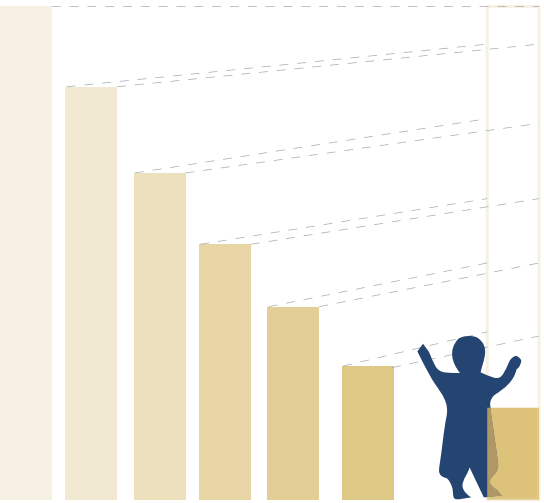
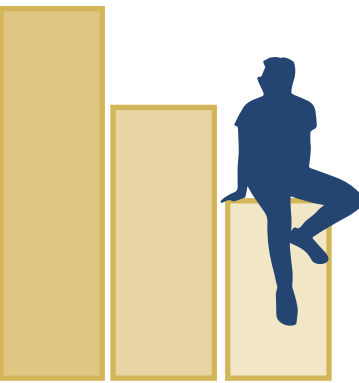
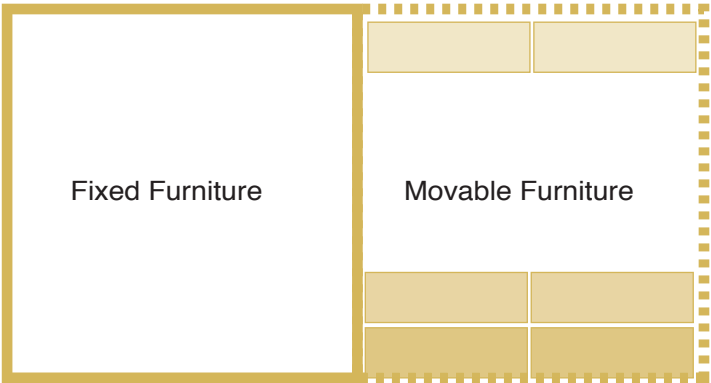
THE FRENCH HOUSE

Precedents Studies

Flexible & Multifunctional Spaces

Reconfigurable studio by Particular Architects

Due to the small footprint of the space, Particular Architects had to look at an infrastructure that allowed them to work, meet as a team, break-out, meet with their clients, retreat to a library, store samples and have large presentations and flexibility for their staff members and work experience students doing their internships with them.



A space-saving, flexible retail design by Nosigner

In Tokyo, the Japanese interdisciplinary design firm Nosigner has created a space-saving retail concept for the children's shop Aeru. "The space was made to be like a living room where people could relax, rather than feel like they're in a store," says Nosigner's Mayumi Tokumoto.

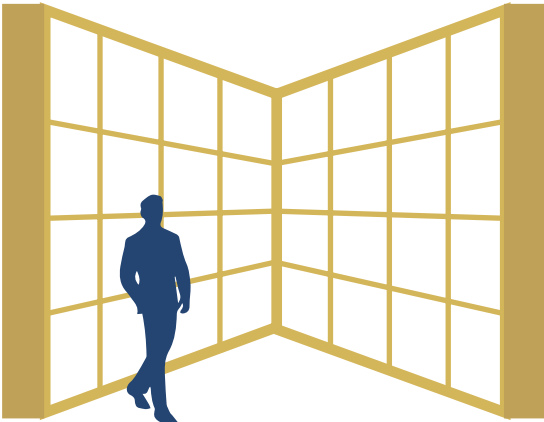


Precedents Studies

Immersive Display & Active Archive

Musashino Art University Museum & Library by Sou Fujimoto Architects

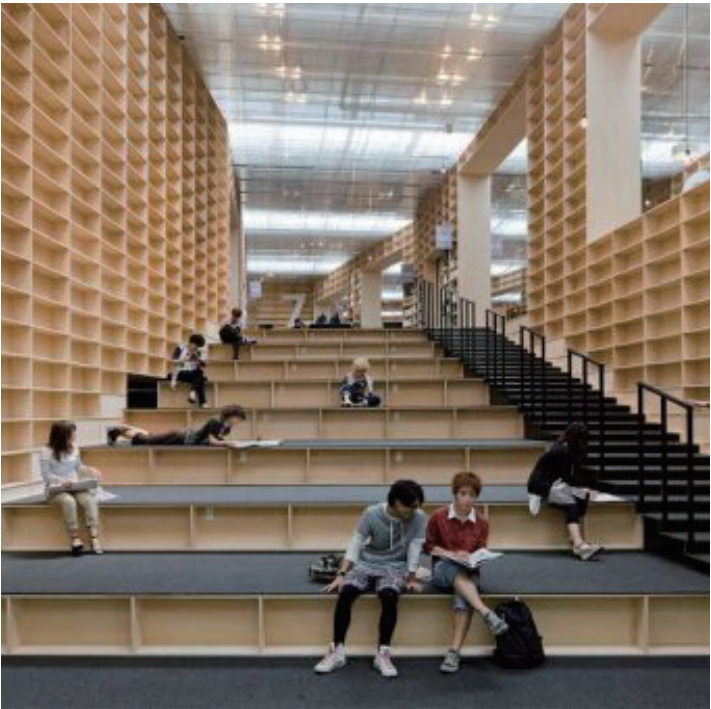
The massing of the two-storey library at Musashino Art University is composed entirely of the shelves, which will hold the books. Especially the large stairs can not only become a sitting area but also display shelves.



1 Chongqing Zhongshuge Bookstore by X+Living

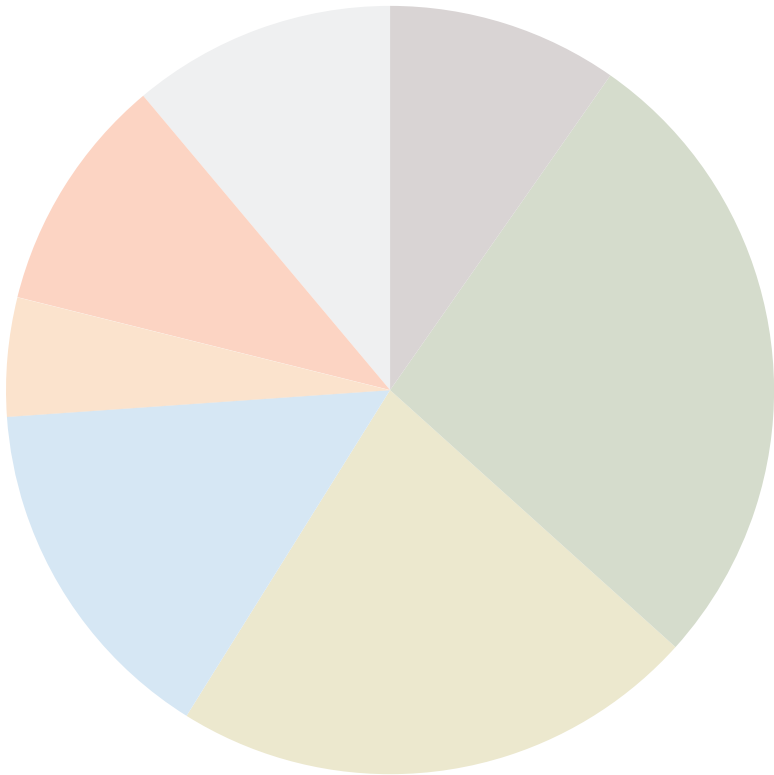
2 Spar supermarket by LAB5 architects

3 Camper store by Kengo Kuma

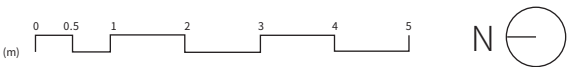
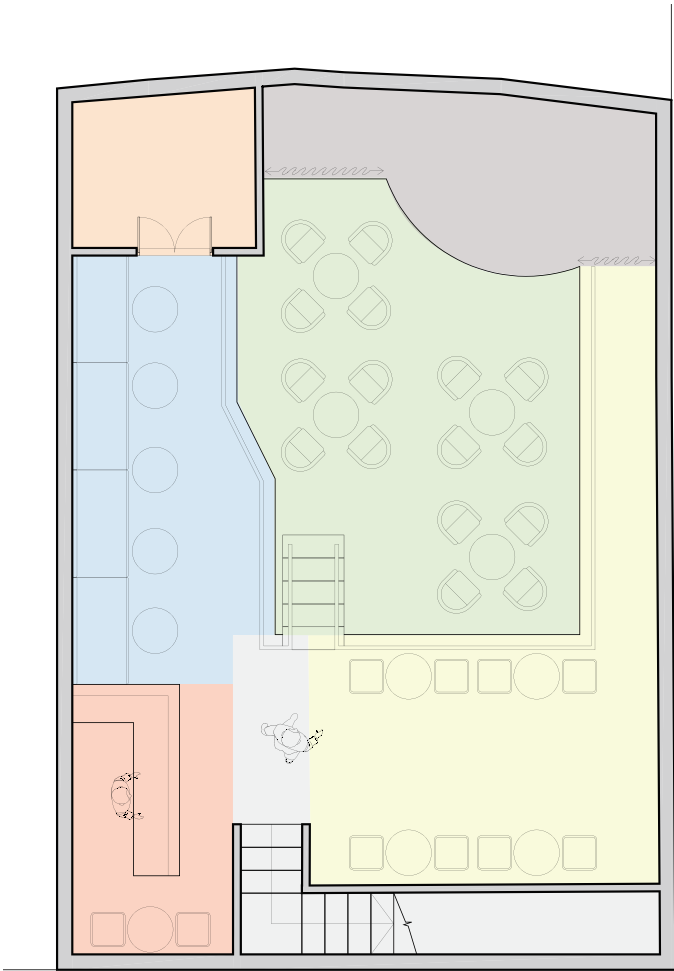


Program Studies

A comparison between Madame Jojo’ s and Wework public area



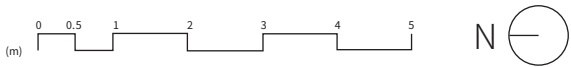
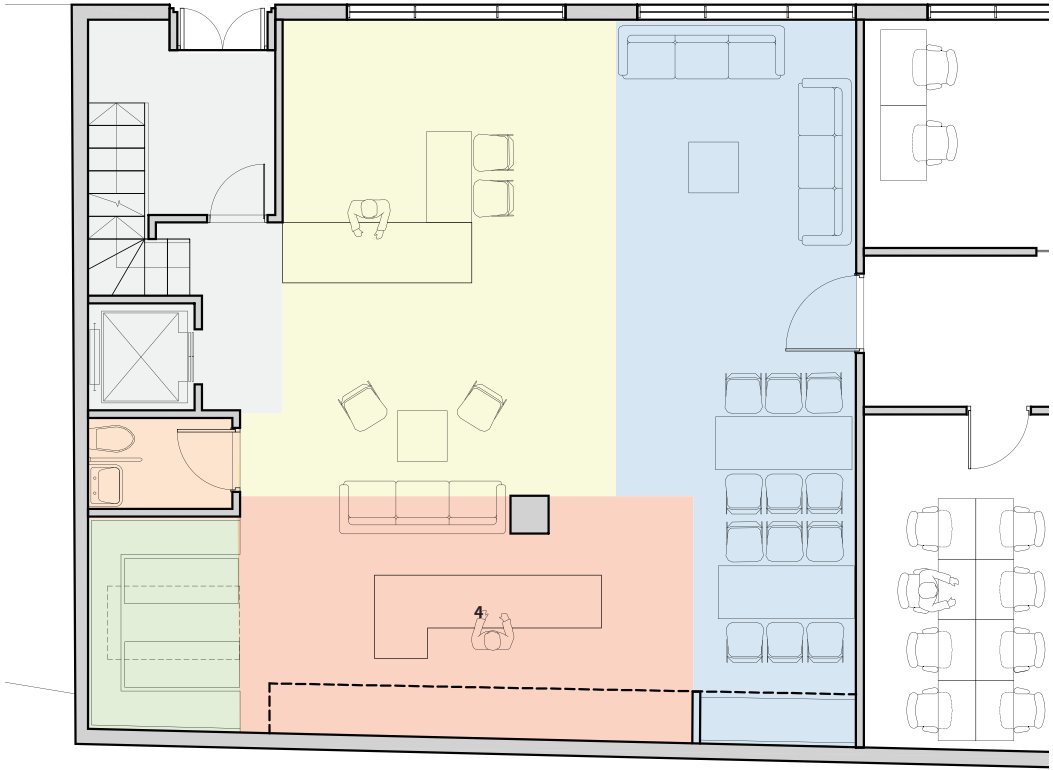
Madame Jojo’ s Club (87.7 sqm)



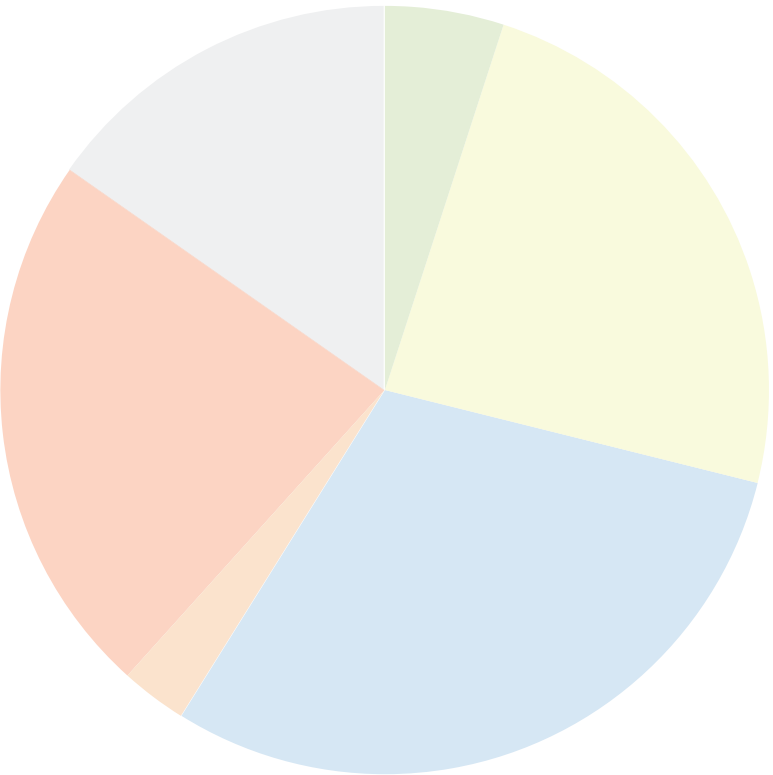
- Upper level sitting area
- Lower level sitting area
- Stage

- Main entrance&staircase
- Toilet
- Bar counter
- Lounge

Wework entrance&communal hall (98.8 sqm)



- Reception counter
- Dining area



Schematic Development

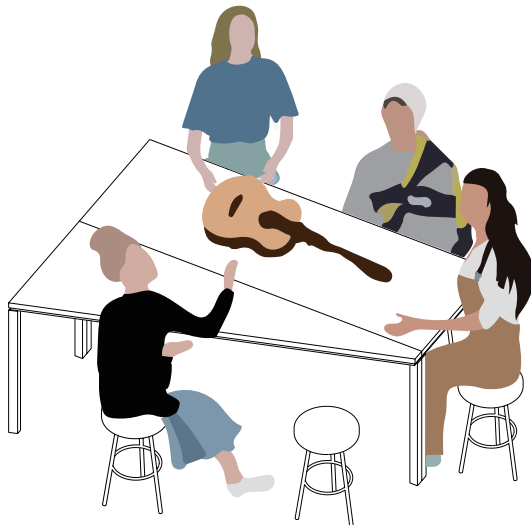
Workshop for Active Learning

Workshop
Duration: 1 hour
Participants: 3-5 people

1 Introduction



2 Share



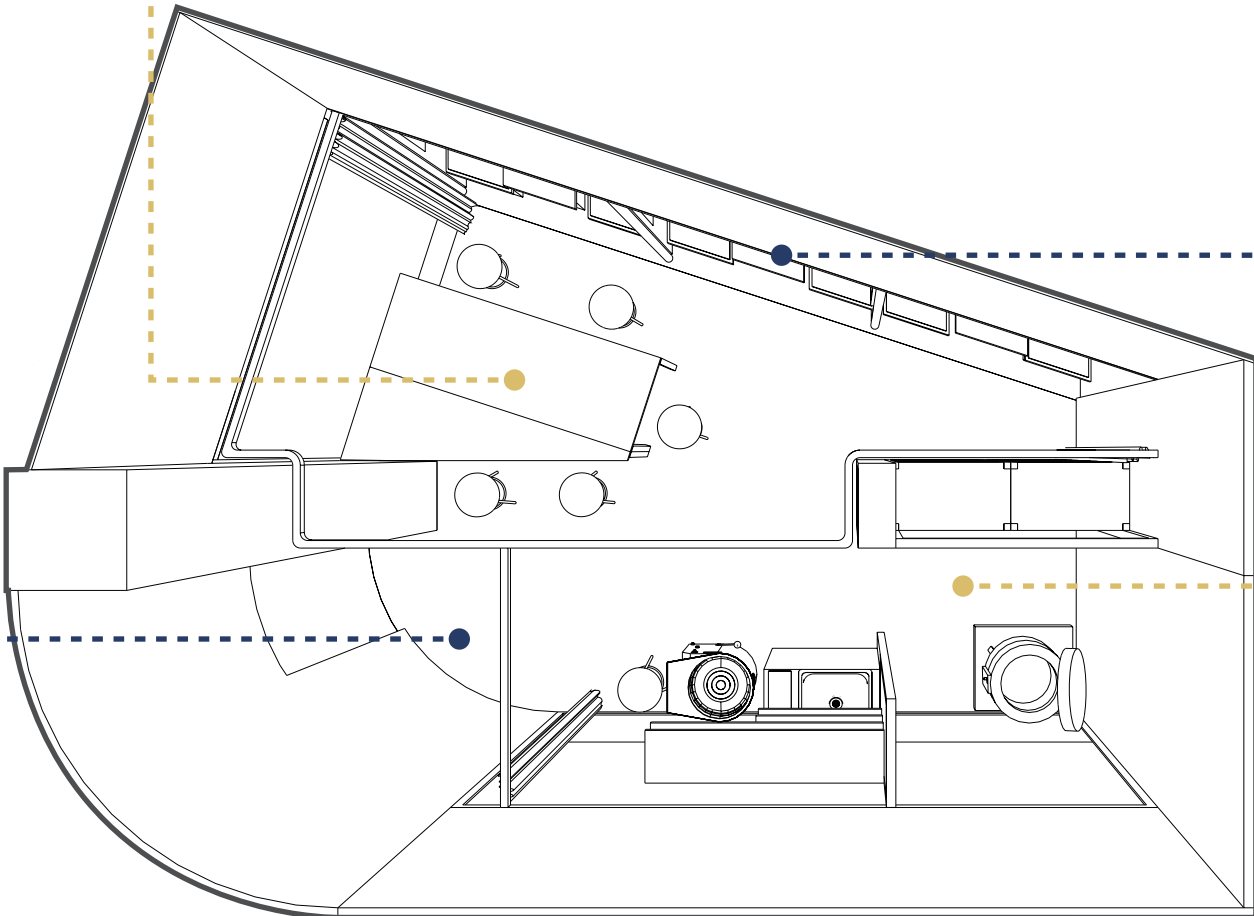
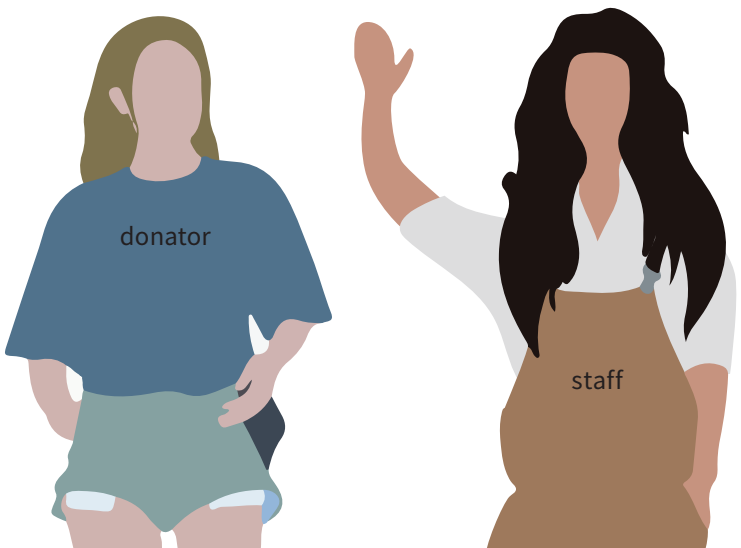
3 Recall



4 Produce



Greeting



Use



Archive



Schematic Development

Objects produce from the ceramic workshop



Madame Jojo's



Admiral Duncan



The Colony Room



Marquee Club



The Scene Club



Ramond Revuebar

Schematic Development

Spatial Configurations

The Roaring 20ès



Crackers Club



Madame Jojoès



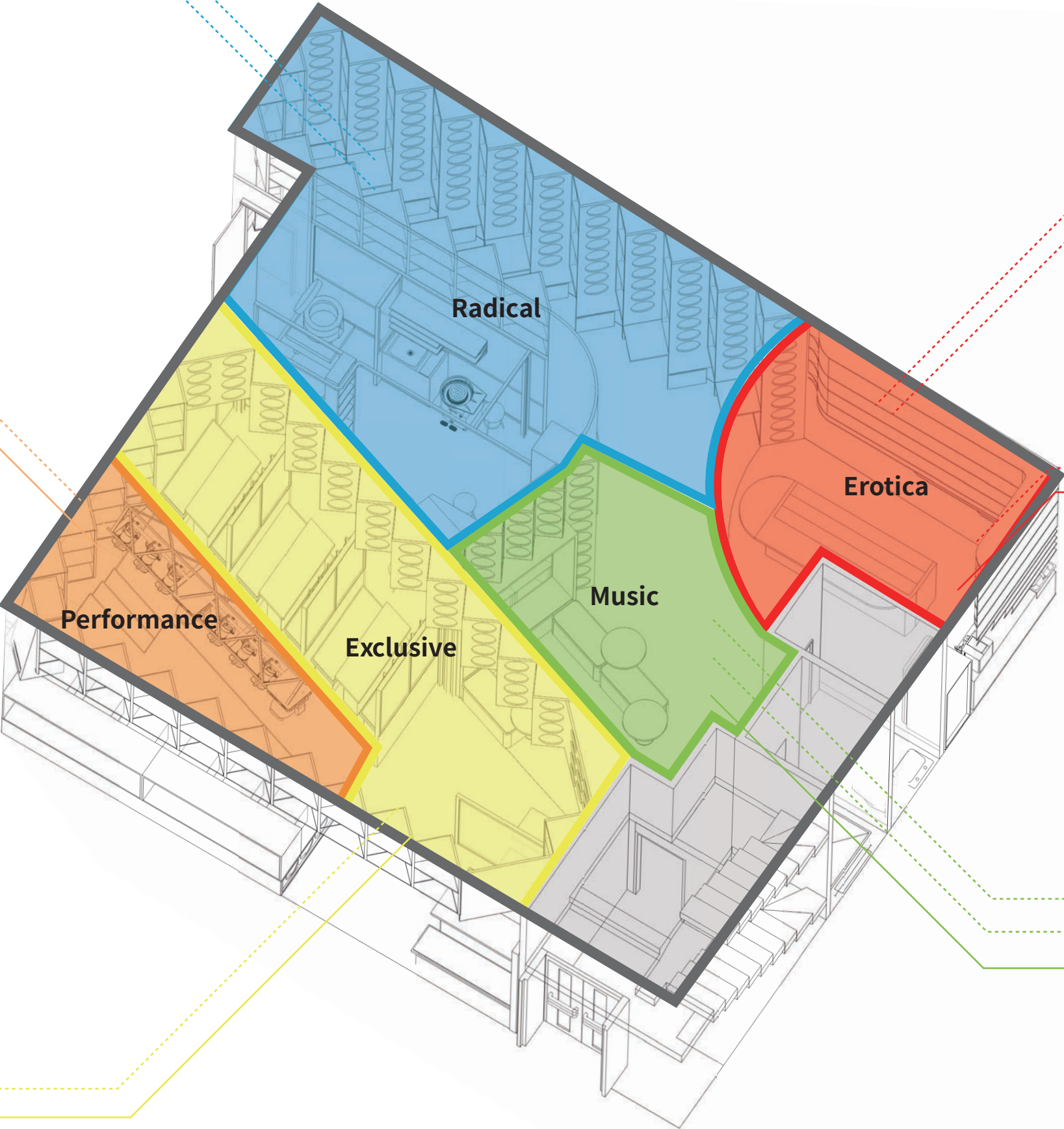
Curzon Soho



Gargoyle Club



The Colony Club



The Windmill Theatre



Raymond Revuebar



Compton Cinema



Admiral Duncan



Marquee Club



The Scene Club



Ronnie Scott's

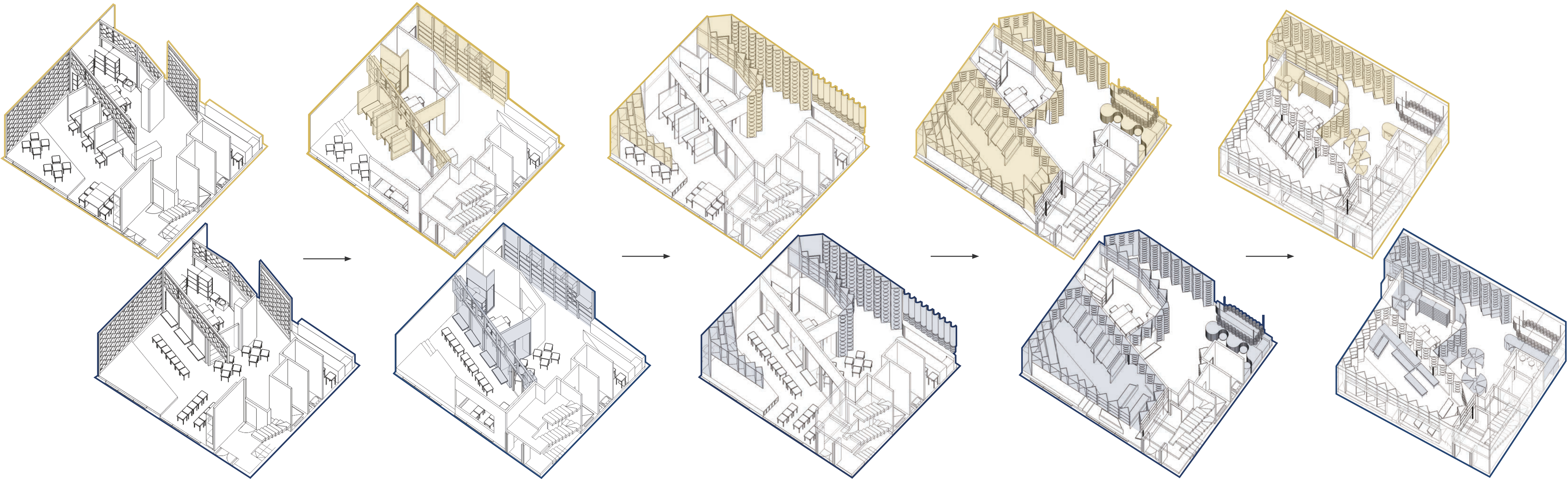
Schematic Development

Day to Night Spatial Shifts

	Option 1	Option 2	Option 3	Option 4
Daytime				
Nighttime				
	<p>Making the floor from a higher level to lower level, then higher-level again which inspire by Madame Jojo's club. Later explored more ideas about moving the same furniture but use different purposes, in order to fit both in the daytime and nighttime.</p>	<p>Trying another arrangement to put the stage in front of the private offices' entrance but keep the refreshments and the dining area at the original place. Exploring more about the possibilities of rotated furniture.</p>	<p>Focusing on trying more possibilities about foldable furniture and how to store the furniture if they are not in use in the nighttime. Furthermore, how to make the arrangement of proportion between stage and audience in the nighttime is also important.</p>	<p>Adding ceramic workshop ideas into plans, and divide this area into three different parts. Besides, think more about the route for different people, such as how to make customers have fun and drink in the nighttime but Wework workers still can straight to their offices without bothering.</p>

Schematic Development

Axonometric design development



Transfer sketch into a three-dimensional drawing, and add display shelving inside it.

1 Trying to create shelves that can display two kinds of things, objects from donators and crafts.

2 Conference booths change into four seats face to face, making the meeting process more convenient.

Change the form of shelving system, so that viewer can easily look objects from one side while tiles from the other side.

1 Replace the wall with the shelving system in the space.

2 Develop another shelving system in the pantry area for displaying cups and mugs that produce from the workshop.

1 Change the entrance of the workshop, and shift the original entrance as a huge window for people to watch the process going on.

2 Trying to make a waiting area with more functional, not only the seats for people to wait but also some high table to use as a working station.

Axonometric in the daytime

Axonometric in the nighttime

Proposal Plans

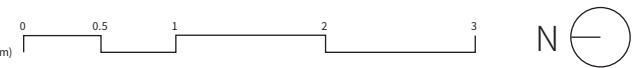
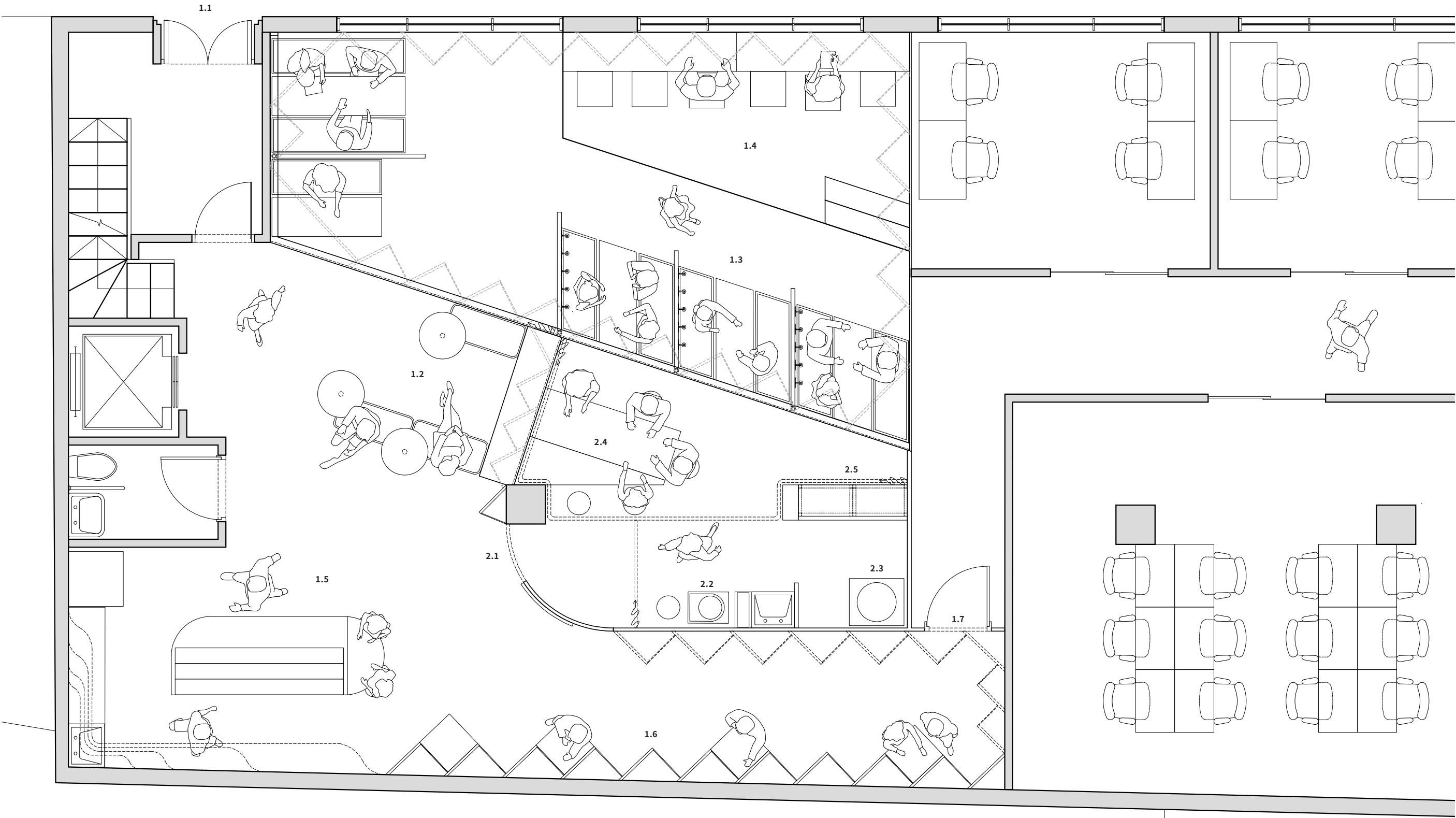
Ground Floor Daytime

1 Entrance&communal hall

- 1.1 Main entrance&lift
- 1.2 Waiting area
- 1.3 Conference booths
- 1.4 Personal working space
- 1.5 Complimentary refreshments
- 1.6 Standing work station
- 1.7 Entrance to private offices

2 Workshop area

- 2.1 Entrance to workshop
- 2.2 Wheel
- 2.3 Kiln
- 2.4 Workshop table
- 2.5 Drying and glaze shelves



Proposal Plans

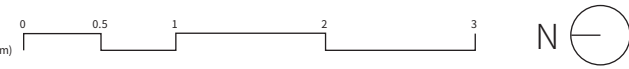
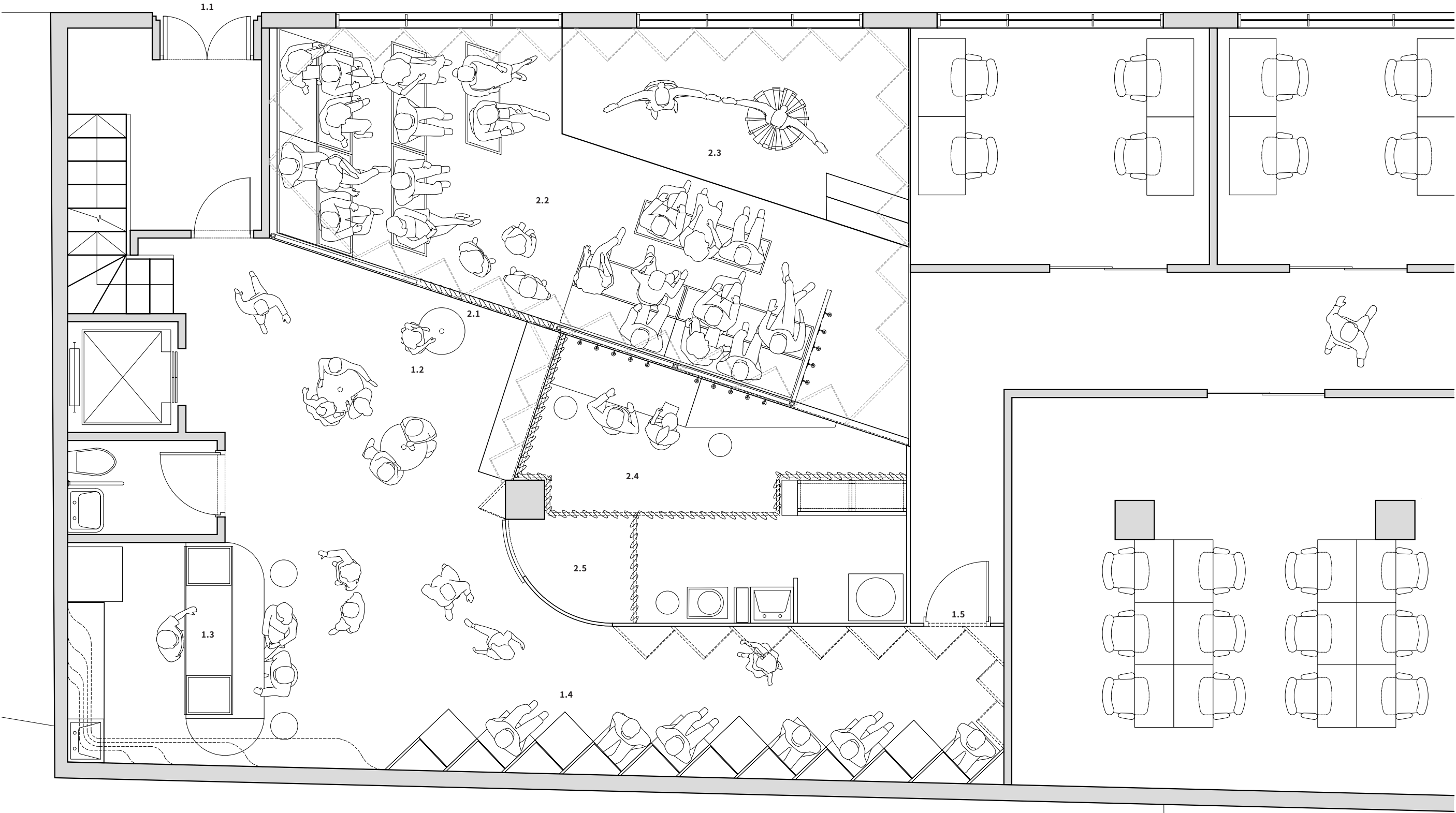
Ground Floor Nighttime

1 Club entrance&social area

- 1.1 Main entrance&lift
- 1.2 Standing area
- 1.3 Bar counter
- 1.4 Sitting area
- 1.5 Entrance to Private offices

2 Club performance area

- 2.1 Entrance to performance area
- 2.2 Auditorium
- 2.3 Stage
- 2.4 Backstage
- 2.5 Changing room



Proposal Axonometric

Ground Floor Daytime

1 Entrance&communal hall

- 1.1 Main entrance&lift
- 1.2 Waiting area
- 1.3 Conference booths
- 1.4 Personal working space
- 1.5 Complimentary refreshments
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- 1.7 Entrance to private offices

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Proposal Axonometric

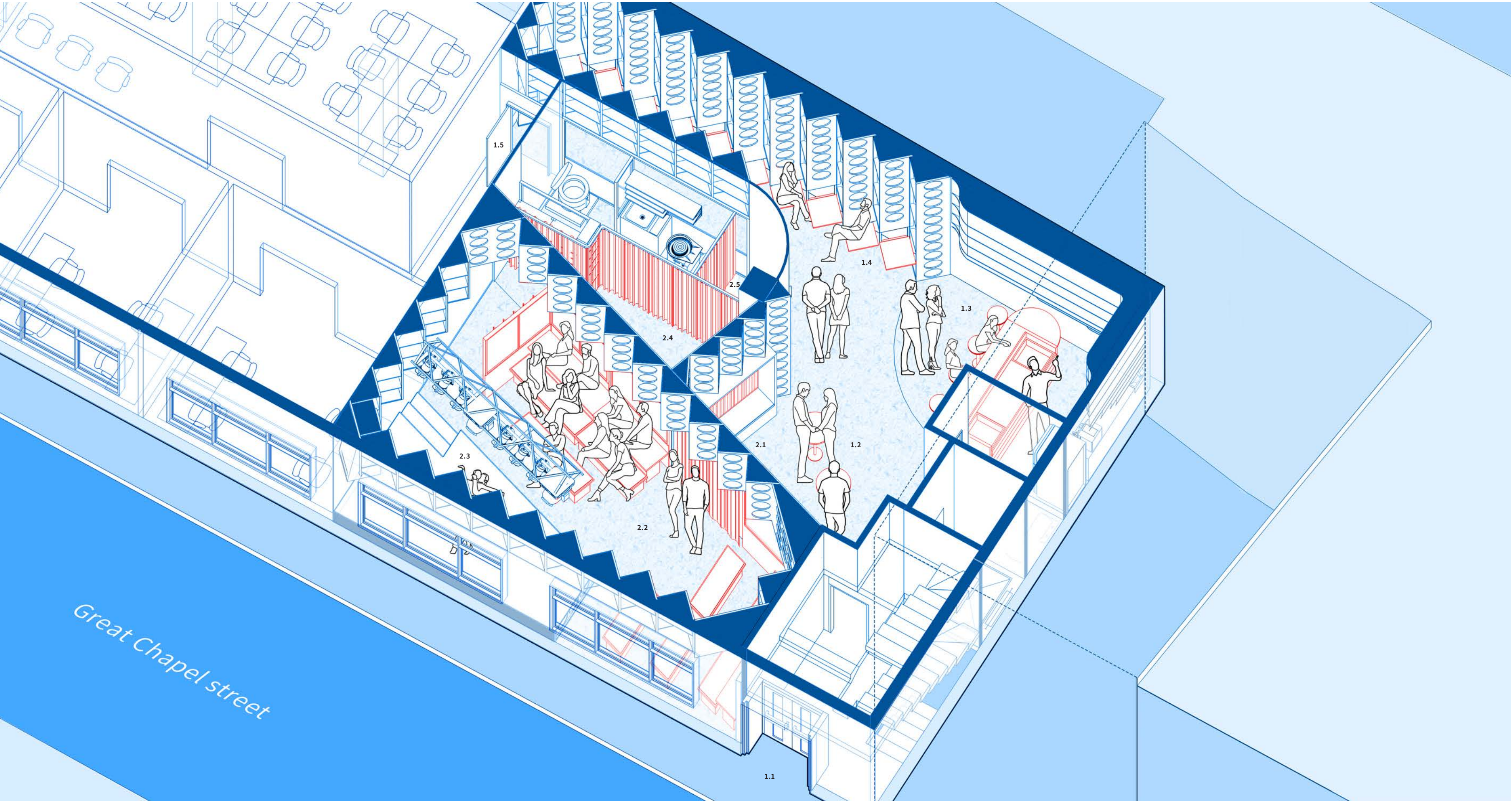
Ground Floor Nighttime

1 Club entrance&social area

- 1.1 Main entrance&lift
- 1.2 Standing area
- 1.3 Bar counter
- 1.4 Sitting area
- 1.5 Entrance to Private offices

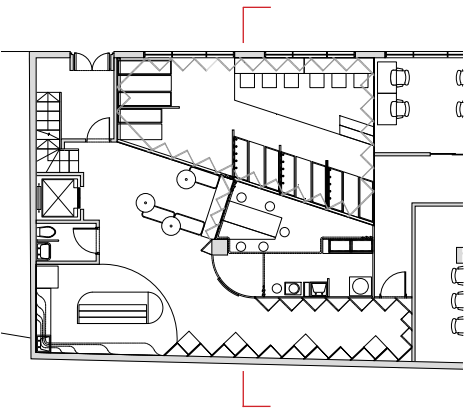
2 Club performance area

- 2.1 Entrance to performance area
- 2.2 Auditorium
- 2.3 Stage
- 2.4 Backstage
- 2.5 Changing room



Proposal

Section AA Daytime

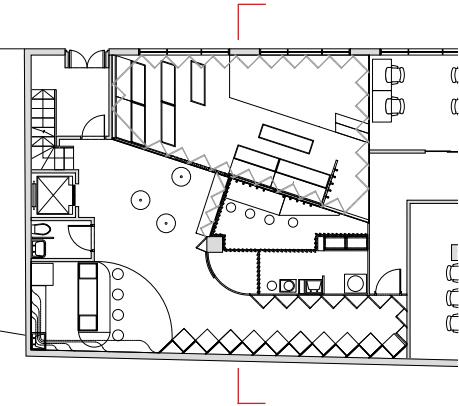


Proposal

Section AA Nighttime



- 1 Stage
- 2 Auditorium
- 3 Backstage
- 4 Changing room
- 5 Sitting area

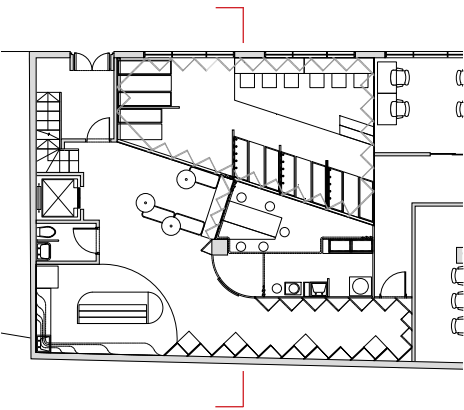


Proposal

Section BB Daytime

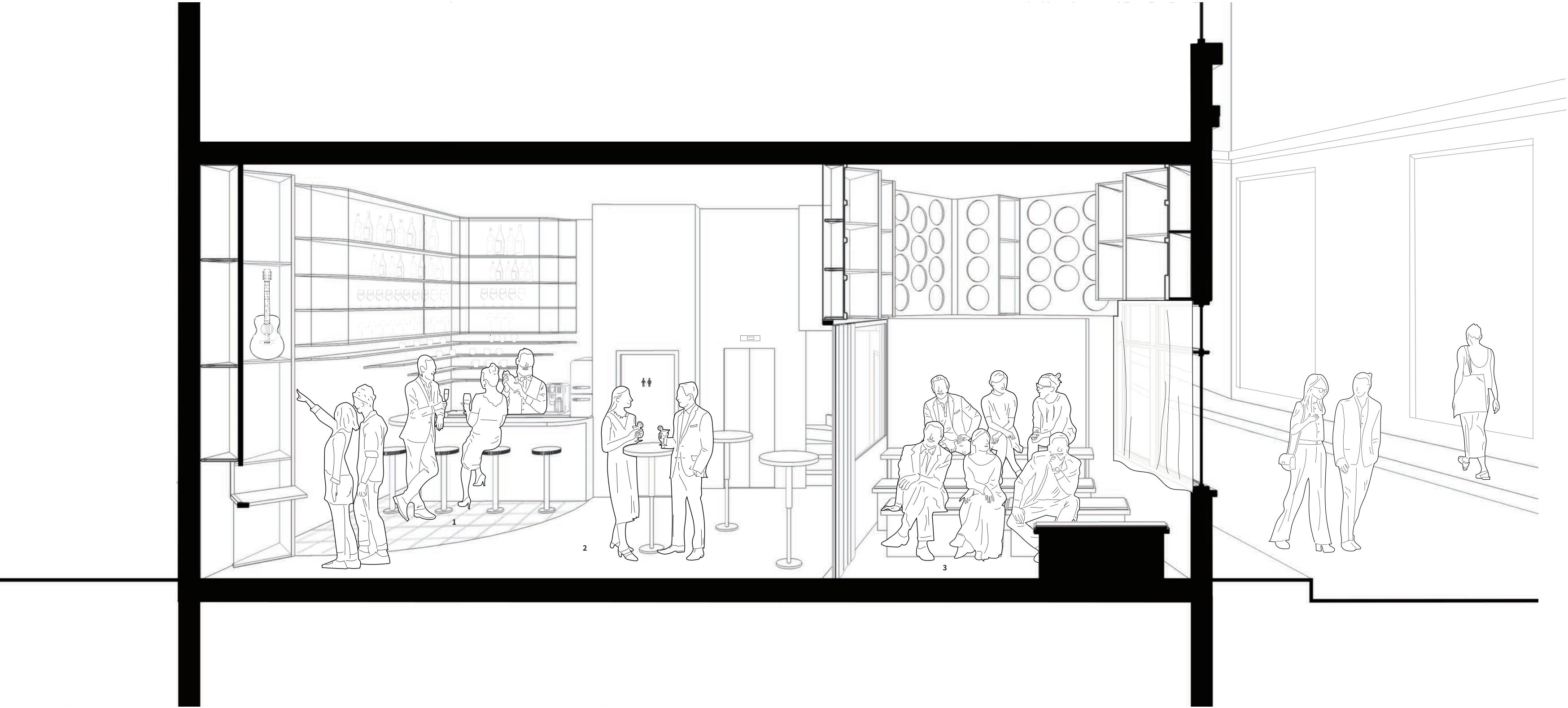


- 1 Complimentary refreshments
- 2 Waiting area
- 3 Staircase to all levels
- 4 Conference booths

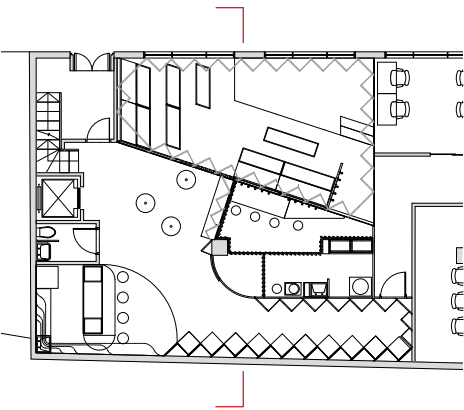


Proposal

Section BB Nighttime



- 1 Bar counter
- 2 Standing area
- 3 Auditorium



Design Development

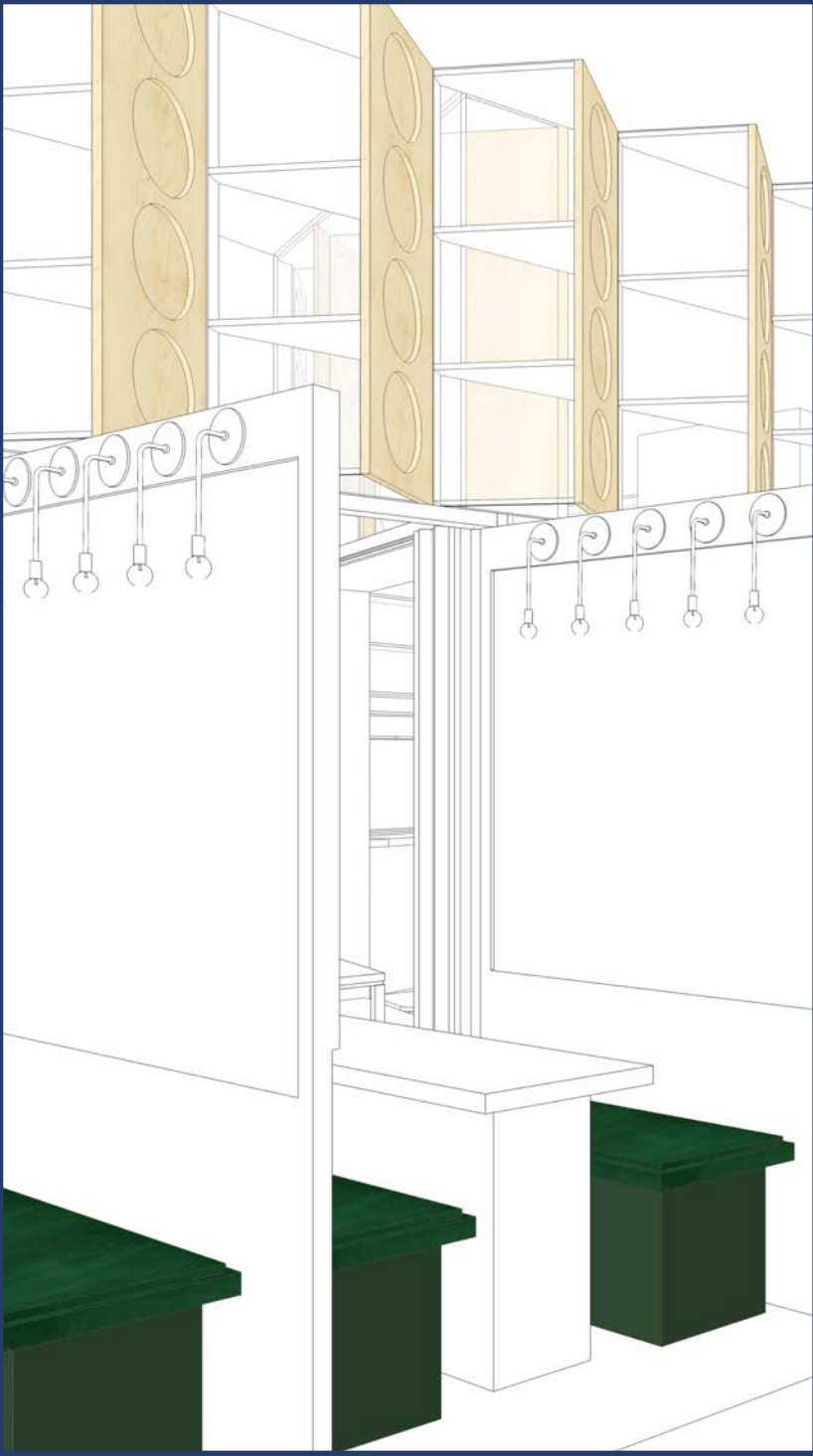
Material Investigations

1 Performance (Personal working space)



Walnut timber

2 Exclusive (Conference booths)



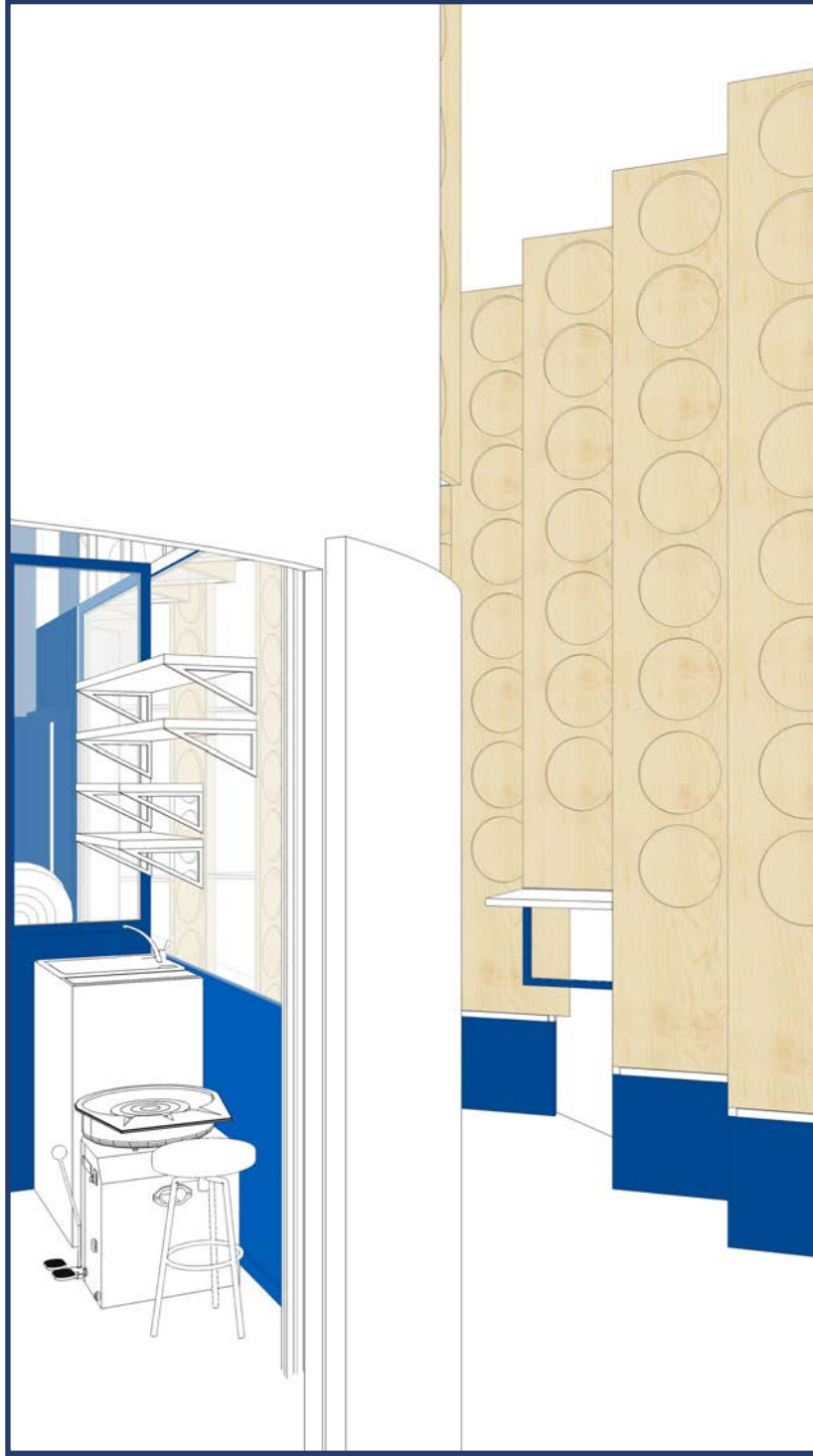
Green suede

3 Music (Waiting area)



Red flannel

4 Radical (Waiting area and standing work station)



Painted MDF board

5 Erotica (Complimentary refreshments)



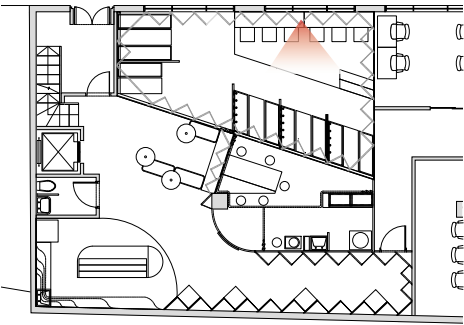
Terrazzo in red hue



Brass

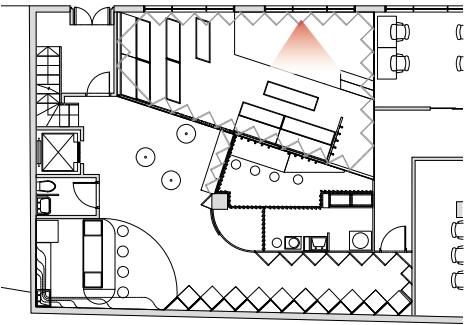
Proposal

Perspective A1 (Workplace) Daytime



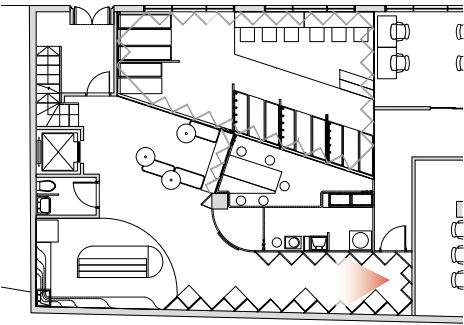
Proposal

Perspective A2 (Stage) Nighttime



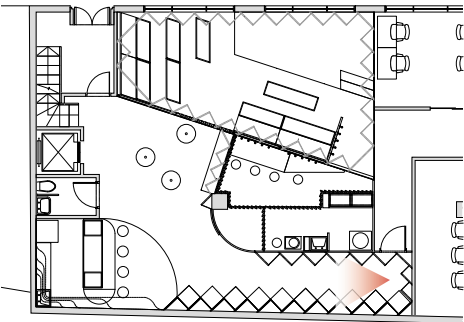
Proposal

Perspective B1 (Gallery) Daytime



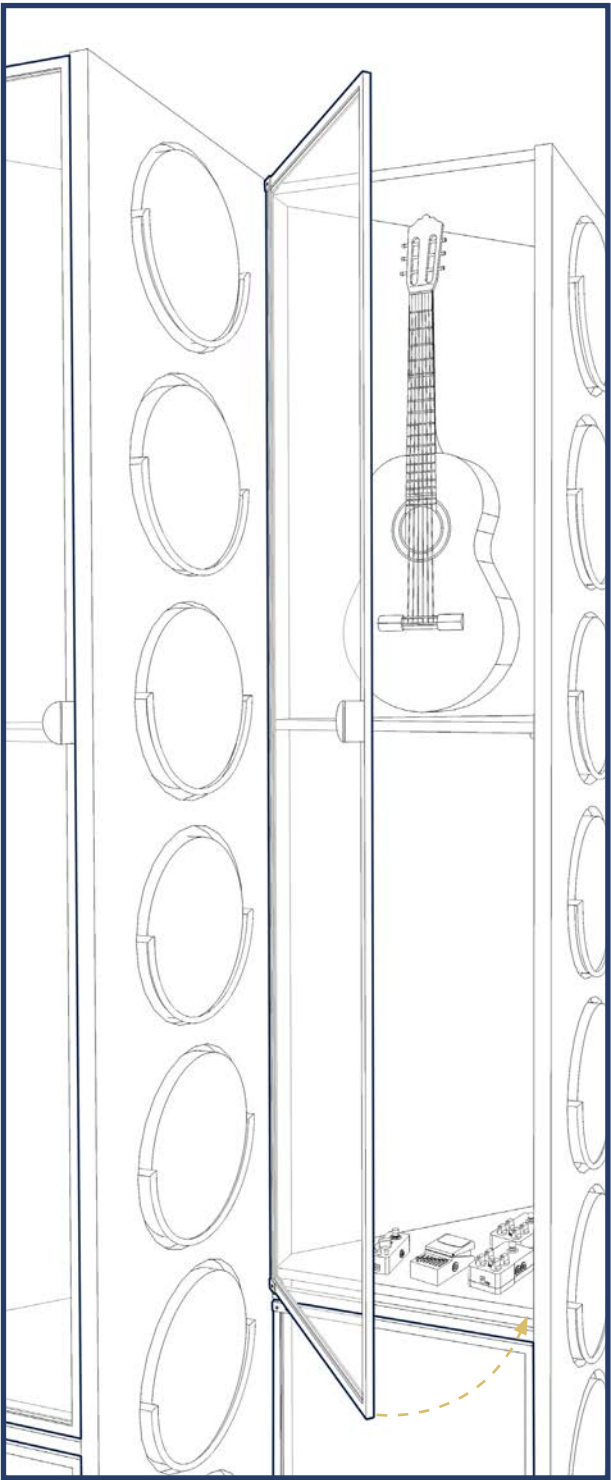
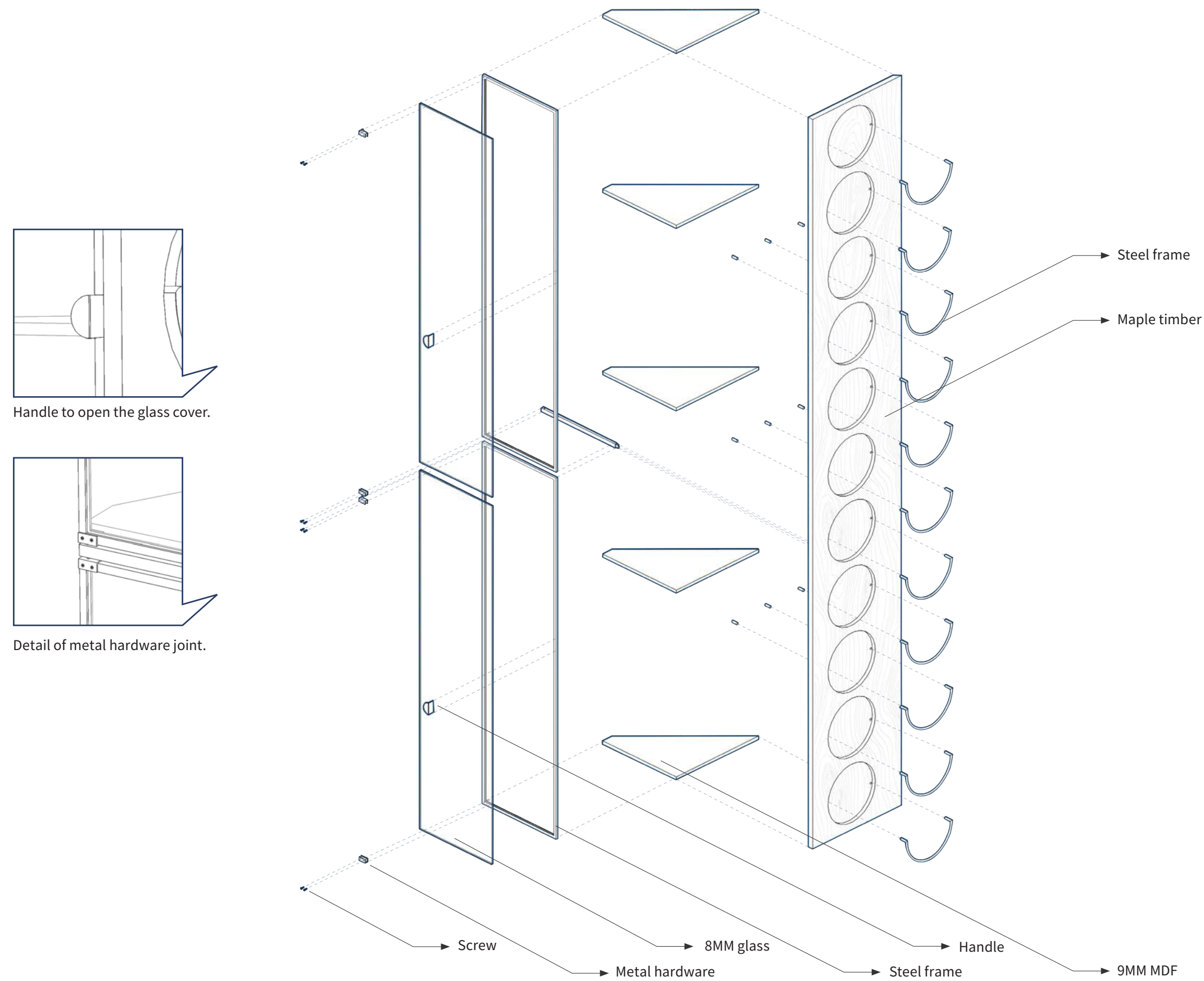
Proposal

Perspective B2 (Lounge) Nighttime



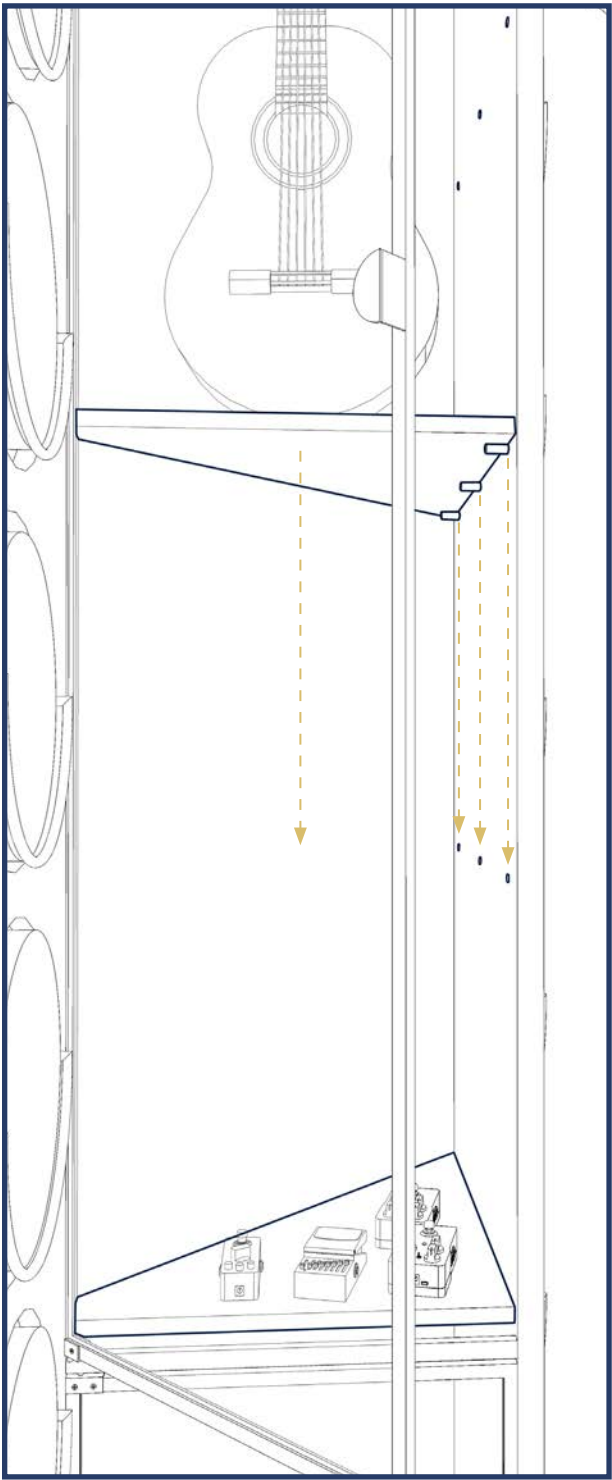
Proposal

Object Display System Detail



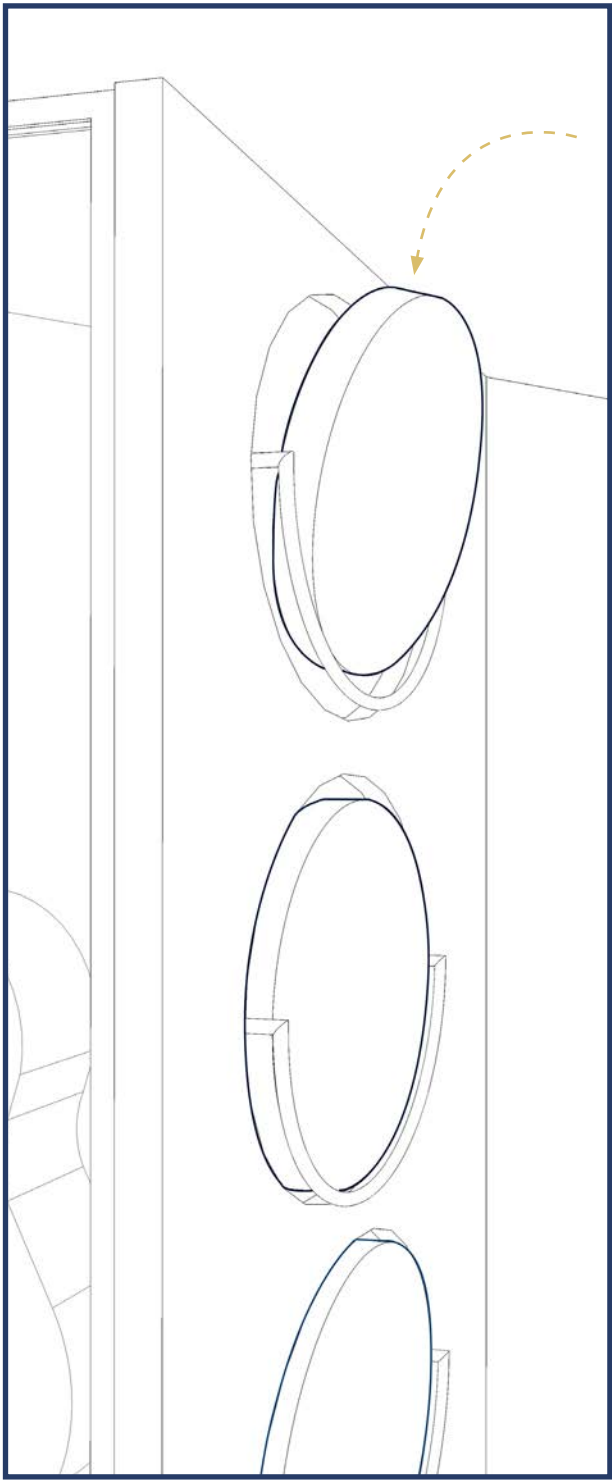
Openable glass cover

The glass display can be opened and closed so that the staff can regularly change the display objects.



Adjust height

The shelves can be adjusted in height to match the size of donators' objects.



Place tiles

Insert the ceramic tiles from top to bottom, the metal structure can fix the ceramic and avoid falling off.

People

purpose / movement



People walking on the street with different purpose, sometimes is only one person alone while sometimes might gather together.

Hook

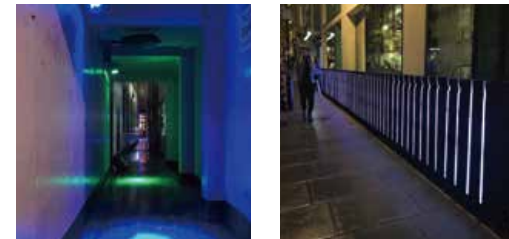
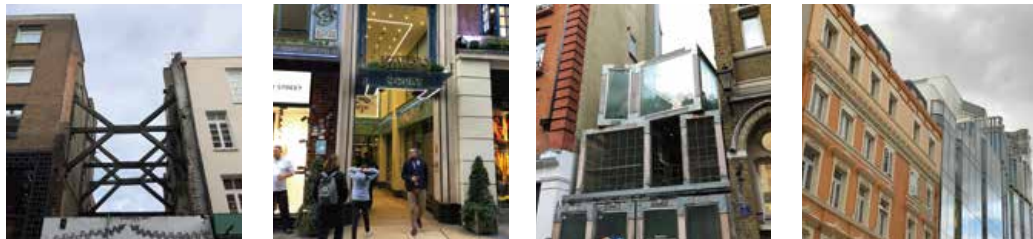
eye-catching item / history plaque



People may attracted by signs or installations no matter it is large or small. And the items we found can be quite different because of the daytime and nighttime.

Exist building

corridor / street



Streets and buildings are the most common thing for people, but there are still some interesting part we can discover, like the contrastive or unfinished.

COLLECTIONS



Espresso plate from Bar Italia.



Cigarette end from pavement.



Booklet from Ronnie Scott's.



These plaques hanged on the building facade with different height, the size are different as well. But there is one thing in common is that we have to look up to see them.



I choose 15 flavors of drink which relate to the 15 venues also chosen.

Then a sticker was applied on the top of the can linking them to these venues. This was done to encourages those accepting the drink to share stories /talk about these venues.

Each sticker also pointed out the characteristics of the unique venue.

Later, I create a trolley to hold the drinks with a large "SAVE SOHO" poster at the front, and a similar one on the top of the trolley. In this way passersby should know what I am doing.

The poster also shows the 15 venues, and hopefully help me to narrow the target user for my workshop.



User

Later, I did the workshop a second time. This time the location was changed to be directly inside the store instead of randomly stopping passers-by.

I chose The French House and as a result spoke with five men and women aged between 40-60.

50-60 year old man, The French House



50-60 year old man, The Colony Room

60 year old man, Marcquee Club



50 year old man, Ronnie Scott's

40-50 year old woman, Curzon Soho

Client

“Soho has been squeezed, squeezed bit by bit.”

“Soho is changing gradually, into a monotone area.”



George Skeggs
(Soho George)

75 years old

Artist & Model
Member of SAVE SOHO



Note from 0227 Review

- 1 Who iss moving into Soho? Who are taking the space away?
- 2 Do these people moving in want to wipe out the vibrancy?
- 3 Does Soho George want you to collect memories or protect the venues?
- 4 Will your mobile archive protect these clubs or is there a better way?
- 5 Perhaps think about your project as a New Club of Soho, which act as a piece of living history. Situate it inside one of the new offices, which helps maximise their value. In the day it is an office, but at night-time it become an entertainment club. The club would be run by SAVE SOHO and could help them form a new relationship with the newbies coming into Soho. This new club also acts as an archive, collecting memories from the past but also create new live contemporary ones.
- 6 Use your workshops to help capture the spirit of the past, which can help drive the design of your new club. These workshops are also the start of collecting memories. How do you collect these? Perhaps you ask people to draw, talk etc.
- 7 Create this workshop in collaboration with Soho George.
- 8 Consider Wework as your site. (Between Dean and Wardour Street)
- 9 One of your key precedent is RIBA mobile museum.

Note from tutorial

- 1 Devide the diary into three process(Record/Reflection/Action), and put on title and date.
- 2 Put sketch model photograph into diary.
- 3 Add mobile museum precedent into diary.
- 4 How do I learn from the precedent/evidence?
- Next step...
- 5 Think about funding strategy.
- 6 Find a site quickly and finish the drawings. (Facade/Elevation/ Floor plan)

New Site - **wework** Since 2010

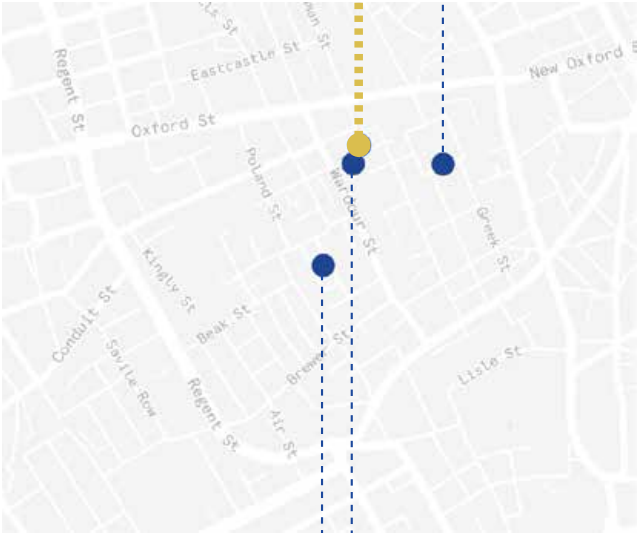
The impact of gentrification has been replaced by the arrival of more commercial enterpris-es into a high-end commercial district. Wework is such an example. It is a commercial enterprise offering a new type of working space that makes the mode of work more flexible, which suggests the trend in the future.

The use time in commercial offices is often more fixed than those in the entertainment industry such as restaurants. If I use the club multiplex office, not only can it be used to allocate space for different usage, but it can also save the cost of rent for all parties.

16 Great Chapel Street



21 Soho Square

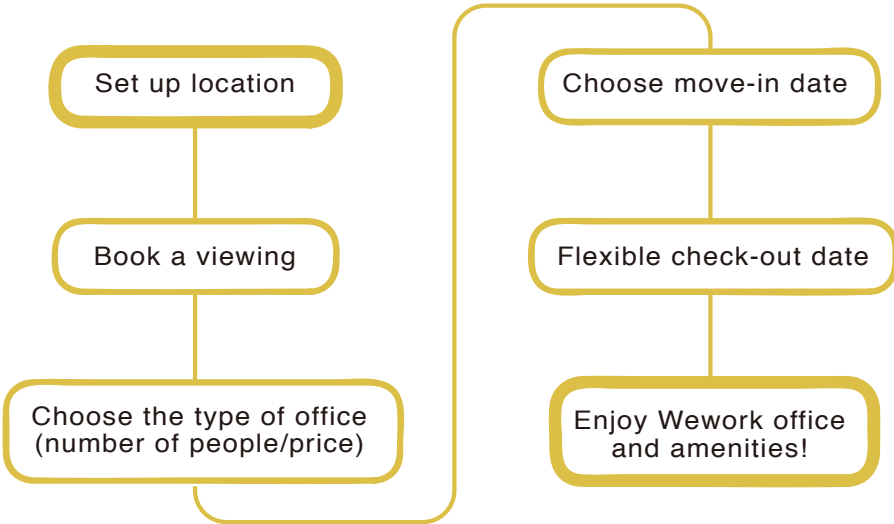


Medius House



8-14 Meard Street

“We wanted to build a community. A place you join as an individual, 'me', but where you become part of a greater 'we'. A place where we're redefining success measured by personal fulfillment, not just the bottom line. Community is our catalyst.”



Street photograph around 16 Great Chapel Street



Wework at 16 Great Chapel Street

The entire Soho co-working space, from the basement to the fifth floor, is dog-friendly and has a warm, relaxing vibe. And there are lots of amenities, from a screening room for six people to a game room to a rooftop terrace with comfy furnishings.

Thus, because of the location and surrounding area, I choose this Wework as my site, and proceeded with a more detailed analysis of this branch.

Opening time	Capacity (quantity of desks)	Type of office	Facilities
Staff Mon-Fri 9:00-18:00	500 people (500 desks)	Dedicated Desks (Just a desk)	Showers
Office 24 hours / 7 days		Private offices (1-10+ people)	Screening room
			Phone booths
			Meeting Rooms



Reception and public area are flexible for people to have meal or a coffee break, everyone inside wework can use it for free.



Private offices are divided into different sizes from one to more than ten people to use.

